

SERVING
SPORTS FANS.
ANYTIME.
ANYWHERE.



UNITED

STATES OF

AMERICA

ESPN Rankings

HOW DOES ESPN PERFORM IN THE SPORTS CATEGORY?

#1 TV REACH FY '17¹

#1 TV RATING FY '17²

#1 DIGITAL REACH³

#1 DIGITAL TIME SPENT⁴

Reach & Distribution

88M TV HOUSEHOLDS

**85M AVG. MONTHLY
DIGITAL UNIQUES⁵**

Inside The Numbers

#1 ESPN ATTRACTS 6.3B DIGITAL MINUTES PER MONTH, 3B MORE THAN THE CLOSEST SPORTS COMPETITOR.⁶

#1 ESPN REACHED 33% OF ALL US INTERNET USERS ON A MONTHLY BASIS DURING FY17 (TOP AMONGST SPORTS PROPERTIES).⁷

TOP 15 ESPN RANKED 12TH AMONGST ALL DIGITAL PROPERTIES FOR DAILY MILLENNIAL SMARTPHONE USERS (INCLUSIVE OF GOOGLE, FACEBOOK, SNAPCHAT)⁸

98% OF PEOPLE AGE 12+ ARE AWARE OF ESPN OR ITS SUB-BRANDS⁹

214M AMERICANS CONSUME ESPN CONTENT ACROSS TV, DIGITAL, AND OOH¹⁰

#1 ESPN IS THE #1 CABLE NETWORK IN TOTAL DAY AND PRIMETIME¹¹

Sources

1-2 Nielsen Media Research

3-7 ComScore Multi-Platform, Oct '16-Sep '17

8 ComScore Multi-Platform, Oct '16-Sep '17;

Adults Aged 18-34

9 ESPN Brand Tracker 3Q17

10 Nielsen, September '17, comScore, Social Media

11 Nielsen, CY '17, P18-49